



ICANN Registry Request Service

Ticket ID: V1O8W-8Y2A2

Registry Name: ICM Registry, LLC

gTLD: .XXX

Status: ICANN Review

Status Date: 2015-09-03 17:46:08

Print Date: 2015-09-03 17:46:13

Proposed Service

Name of Proposed Service:

2 Character Authorization for .XXX

Technical description of Proposed Service:

.XXX is requesting authorization to sell all non-Letter/Letter two-character ASCII labels and Letter/Letter two-character ASCII labels.

Consultation

Please describe with specificity your consultations with the community, experts and or others. What were the quantity, nature and content of the consultations?:

ICM Registry has spoken to registrars, potential registrants and ICANN. \r\n

a. If the registry is a sponsored TLD, what were the nature and content of these consultations with the sponsored TLD community?:

ICM has engaged in a variety of communications with its Sponsored Community for a period of years on the opportunity to sell two character names. These communications have occurred one-on-one, as well as a sponsored community trade shows.

b. Were consultations with gTLD registrars or the registrar constituency appropriate? Which registrars were consulted? What were the nature and content of the consultation?:

ICM has engaged in communication with its registrars regarding the opportunity to sell two character names in .XXX; these communications have happened over a period of years in a variety of contexts.

c. Were consultations with other constituency groups appropriate? Which groups were consulted? What were the nature and content of these consultations?:



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\n\nNA

d. Were consultations with end users appropriate? Which groups were consulted? What were the nature and content of these consultations?:

\n\nICM has spoken with potential registrants about their interest in two character domain names in the TLD.

e. Who would endorse the introduction of this service? What were the nature and content of these consultations?:

\n\nNA

f. Who would object the introduction of this service? What were(or would be) the nature and content of these consultations?:

\n\nGiven that .PORN, .ADULT and .SEX have been authorized for two character names, it is unlikely that there would be substantial objection to this service in .XXX.

Timeline

Please describe the timeline for implementation of the proposed new registry service:

\n\nICM would like to implement this service and make two character names available in .XXX by the end of 2015/early 2016.

Business Description

Describe how the Proposed Service will be offered:

\n\nIt will be offered through registrars as well as through the .XXX Premium Program.

Describe quality assurance plan or testing of Proposed Service:

\n\nThe release of two-character ASCII labels has been thoroughly tested by the ICANN community as it is now a standard practice for new gTLDs.



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Please list any relevant RFCs or White Papers on the proposed service and explain how those papers are relevant.:

\r\nNA

Contractual Provisions

List the relevant contractual provisions impacted by the Proposed Service:

.XXX Agreement, Appendix 6\r\n

What effect, if any, will the Proposed Service have on the reporting of data to ICANN:

\r\nNA

What effect, if any, will the Proposed Service have on the Whois?:

\r\nNA

Contract Amendments

Please describe or provide the necessary contractual amendments for the proposed service:

\r\n<https://www.icann.org/resources/unthemed-pages/appendix-6-2011-03-31-en>\r\n\r\nDelete: \r\n\r\nAdditional Second-Level Reservations. In addition, the following names shall be reserved at the second level:\r\n\r\nAll two-character labels shall be initially reserved. The reservation of a two-character label string shall be released to the extent that the Registry Operator reaches agreement with the government and country-code manager, or the ISO 3166 maintenance agency, whichever appropriate. The Registry Operator may also propose release of these reservations based on its implementation of measures to avoid confusion with the corresponding country codes.

Benefits of Service

Describe the benefits of the Proposed Service:



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\nProvides greater competition and opportunity for stakeholders.

Competition

Do you believe your proposed new Registry Service would have any positive or negative effects on competition? If so, please explain.:

\nIncreases competition.

How would you define the markets in which your proposed Registry Service would compete?:

\nInternet Stakeholders at large.

What companies/entities provide services or products that are similar in substance or effect to your proposed Registry Service?:

\nNew gTLDs, including .PORN, .ADULT and .SEX.

In view of your status as a registry operator, would the introduction of your proposed Registry Service potentially impair the ability of other companies/entities that provide similar products or services to compete?:

\nNo.

Do you propose to work with a vendor or contractor to provide the proposed Registry Service? If so, what is the name of the vendor/contractor, and describe the nature of the services the vendor/contractor would provide.:

\nNA

Have you communicated with any of the entities whose products or services might be affected by the introduction of your proposed Registry Service? If so, please describe the communications.:

\nWe will be submitting an authorization request through the new gTLD process, as indicated by ICANN staff. This will allow relevant governments or entities to be aware of these proposed changes.



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Do you have any documents that address the possible effects on competition of your proposed Registry Service? If so, please submit them with your application. (ICANN will keep the documents confidential):

\r\nNA

Security and Stability

Does the proposed service alter the storage and input of Registry Data?:

\r\nNA

Please explain how the proposed service will affect the throughput, response time, consistency or coherence of responses to Internet servers or end systems:

\r\nNA

Have technical concerns been raised about the proposed service, and if so, how do you intend to address those concerns?:

\r\nNA

Other Issues

Are there any Intellectual Property considerations raised by the Proposed Service:

\r\nNA

Does the proposed service contain intellectual property exclusive to your gTLD registry?:

\r\nNo.

List Disclaimers provided to potential customers regarding the Proposed Service:



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Buyers are subject to UDRP as well as the .XXX Rapid Evaluation Service (RES) dispute resolution policy.

Any other relevant information to include with this request:

ICANN staff (Krista Papac) requested that we proceed with the RSEP and the two character authorization as the method for authorization. Our desire is to make the same two character names that are currently available in .PORN, .SEX, and .ADULT also available in .XXX.